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COVER PHOTO BY SINCHANA SHETTY, BCOM 1ST YEAR



THE LEGACY OF YAHOO!

JERRY & DAVID'S GUIDE TO THE WORLD WIDE WEB

**BY VIPUL KUMAR,
BBA 3RD YEAR**

Jerry Yang and David Filo, two Stanford grad students, founded Yahoo in 1994 as Jerry and David's Guide to the World Wide Web. On March 2, 1995, Yang and Filo decided that their website had substantial commercial potential, and Yahoo! was born.

The Guide was a directory of other websites organized in a hierarchy rather than a searchable content index. By the end of the year, the site had attracted a million visitors; the partners saw the possibility of profit. In Sunnyvale, California, Jerry's Guide was renamed Yahoo and incorporated. An interesting fact is that "YAHOO" stands for "Yet Another Hierarchically Organized Oracle" or "Yet Another Hierarchically Official Oracle."

Early Days & Rivals:

Yahoo had already had one million hits by the end of 1994, even though the yahoo.com domain was created in January 1995. Yahoo raised \$33.8 million in its initial public offering by selling 2.6 million shares at \$13 apiece.

Founded as a search engine/web directory, the company quickly diversified into a full-fledged internet service provider, offering e-mail, instant messaging, social networking, online shopping, and news, among other services. During the 1990s, Yahoo! developed quickly and diversified into a website, followed by a slew of high-profile acquisitions.

Yahoo!, MSN, Lycos, Excite, and other web portals grew significantly in the late 1990s. Web portal providers hurried to purchase businesses to increase their service offerings and the amount of time each user spends on the site. During the dot-com bubble, the company's stock price soared.

Owning The Era

Yahoo! and Google inked an agreement in 2000 to use the Google engine to power searches on yahoo.com, and Yahoo was one of the first corporations to establish a BizOps (business operations) team in the same year. The cable news network CNBC reported during the dot-com boom that Yahoo! and eBay were contemplating a 50/50 merger. Even though the merger never happened, the two companies decided to join a marketing and advertising alliance six years later. Yahoo! was one of the few companies to survive when the dot-com bubble burst. Nonetheless, Yahoo! shares hit an all-time low of \$8.11 in 2001. Rocketmail and ClassicGames.com were acquired by Yahoo! and became Yahoo! Mail and Yahoo! Games, respectively. Yahoo! survived the collapse of many Internet-based enterprises in 2001-02 as one of the major players in the dot-com craze of the late 1990s, but it suffered significant financial losses.

Yahoo began acquiring other search engines to improve its search capabilities. Yahoo bought Inktomi in 2002 and Konfabulator in 2005, rebranded as Yahoo Widgets, a desktop application. It also bought Overture Services, Inc. and its subsidiaries AltaVista and AlltheWeb in 2003. Gradually, Yahoo stopped utilizing Google to offer search results and began using its technology. For many years, Yahoo battled Google, a major search engine competitor, to gain a more significant portion of the market. Yahoo notably launched Yahoo Instant Messenger, purchased the Internet photo network Flickr, and purchased a 40% stake in Alibaba, a Chinese e-commerce startup. Despite these moves, several of Yahoo's competitors survived.



MicroHOO!

Resisting A Mighty Bid:

In 2008, Yahoo formally rejected an offer from Microsoft Corporation. Microsoft Corporation offered to buy Yahoo! for \$44.6 billion in February 2008. However, Yahoo rejected the deal, and Microsoft subsequently cancelled its offer. However, the businesses continued to negotiate. On July 28, 2009, an agreement was reached in which Yahoo would use Microsoft's Bing search engine for their website and manage premium adverts for Microsoft's website for the following ten years.

Financial Challenges and Hanging Up the Boots:

In early 2012, the company underwent the greatest layoff, with 2,000 employees (14 per cent per cent of the total) losing their jobs. Amidst rising financial challenges, Yahoo named Marissa Mayer as CEO and president. Even though she was instrumental in creating Google, her efforts to bring Yahoo around were largely unsuccessful. Verizon Communications stated in 2016 that it would buy the company's core assets, including its Internet business, for \$4.8 billion. The total value of the ultimate sale, which occurred in 2017, was estimated to be \$4.48 billion. Yahoo was later absorbed into the newly formed company Oath, albeit it continued to function as a separate entity. The remaining component of Yahoo!, including its stake in Alibaba, was reconstituted as Altaba.

During the dot-com boom, Yahoo flew higher than virtually everyone – its stock peaked at \$475 per share – and despite a harsh landing when the bubble burst, the company was strong enough to survive and eventually thrive. Yahoo continued to thrive despite fierce competition from the likes of Google, thanks to a succession of acquisitions and co-branding arrangements with other significant businesses. In contrast, other pioneers of that era, like AOL and Lycos, have struggled.



FAST FASHION: THE RISE OF ZARA AND H&M

**BY CATHERINE GERARD
BCOM PROF 3RD YEAR**

Fast fashion refers to trendy cheap clothing being available at lower rates to customers. These fashion brands include H&M, Zara, and Fashion Nova. They are famous for making fast knock-offs of popular high fashion brands to keep up with the latest trends.

Now, the question is, is it legal? The products are knock-offs and not counterfeits, so it is acceptable. A knock-off copies the original design with cheaper fabrics, while a counterfeit uses the original logo and symbol of the designer brand, which is illegal.

Many customers immediately purchase these upon their arrival on the market. As we know, the fashion industry follows trends based on the seasons. There are fall collections, summer collections, winter collections, etc. Fast fashion brands have something new coming out every week. As a result, these brands now have 52 micro seasons a year! Simply put, a new collection is released every week. The amount of goods produced and consumed in just a year is bizarre.

As this fashion becomes "last season", it is either disposed of or donated, which is why it is also called disposable fashion. To make these clothes available to the public quickly, these garments are made of poorly developed fabrics, making recycling impossible. The chemical dyes and synthetic fibres used in their clothing are discarded into water bodies, and tons of apparel consumers dispose of are thrown into landfills, releasing toxic gases into the air. These are later burnt off.

Besides this, these brands also abuse labour practices. Most of these clothes are manufactured in developing countries where most workers are unaware of their rights. Their working conditions are poor, their pay is meagre, and they are subjected to a wide range of other exploitation. For example, Nike sweatshops are one of the most prominent cases of garment workers being exploited and pushed to the limits for the sake of fashion. These brands have considerable inventories to ensure their customers never run out of clothes. Their only focus is to provide the dresses as soon as they are showcased at fashion week or runway shows. Social media exacerbate the problem because posting pictures of repeated outfits is a blatant crime.



A small fact: 24 years of drinking water is used to produce one jacket. Is it worth it?

Now let's talk about sustainable fashion. The concept of sustainable fashion refers to the production of garments and accessories in a socially responsible and environmentally friendly way, without the exploitation of workers or animals.

Zara, H&M, etc., have also launched sustainability collections under their brands. Through a vast fermentation process, Zara now converts carbon emissions into clothes. In 2016, the company released a collection called "Join Life". Being sustainable is not easy, and they came out with such an initiative so soon caused many people to voice their concerns. They certainly made efforts to be more eco-friendly. However, all Zara did was add to the problem of overconsumption and overproduction by releasing a small line of clothes with a sustainable brand tag. Ironic much?

Instead of overproducing for the customers, these brands must focus on quality products, proper treatment of garment workers, and other social aspects. It is an example of greenwashing, i.e., making a small line of products sustainable to manipulate consumers into buying them.

In a society obsessed with consumerism, we cannot entirely blame the fashion industry for taking advantage of such a materialistic mindset.

How can each one of us move to a more sustainable fashion?

The slow fashion movement is characterized by mindful manufacturing, fair labour rights, and clothing made of natural materials that last longer. Several brands and communities around us promote these concepts. The other ways to a more sustainable lifestyle are to shop at thrift stores, wear what you already own creatively, and limit excessive clothing consumption. Be minimalistic and embrace slow fashion by holding on to your clothes for a long time, supporting local production and buying from ethically responsible brands, and being socially active about exploiting big brands.

Many brands in India promote sustainability. These brands include No Nasties, B Label, Doodlage, 11.11, and Mio Borsa.

No Nasties started improving things at the grassroots level by educating farmers and customers. Doodlage, another brand, uses leftover fabric from large manufacturers to make their products, preventing them from ending up in landfills.

Even though sustainable fashion is slightly more expensive, quality comes with a price. Introducing such practices slowly into your lifestyle could have a tremendous impact on the environment and the overall economic and social development of your country.



DEFIN (FINANCE CLUB DOC)

DeFin, decoding finance, The Finance club of Department of commerce, MAHE, Manipal. We, the Department of Commerce students, have come together in the form of a new club to educate you about the proper ways to invest. Provide a real-time investment experience, and teach you about the contemporary issues related to the Indian and global finance sectors with DeFin.

ARTICLES :

RECRUITMENT OF 1ST YEARS AND ORIENTATION:

1. As the first years blooming up, we want to give them a briefing about Defin, we have decided to keep recruitments in the upcoming week of October (primarily by 8th to 10th October)

WEBINAR ON CRYPTOCURRENCY AND BLOCKCHAIN:

1. Mr Swapnil Kole would conduct a small online event from IIIT, who would assist and provide briefs on blockchain technology (around October end).

QUIZ COMPETITIONS:

1. We conduct buzzer base quizzes for small events, which would help in financial knowledge (this could also be provided online).

WEBINARS:

1. There would be webinars from different organizations and working as we line them up for one or the other.

CONVERGENCE RECRUITMENT:

1. The winners of convergence would be given a direct entry into defin and student club activities.

E-MAGAZINE:

1. Provide financial information of regular stock exchange analysis and data on aspiring finance personnel.

LINKEDIN PROFILE:

1. Working with project EFFIEL on how to build a LinkedIn profile.

DOCAST

1. Faculty and organizations provide information about topics related to financial news and updates via podcasts

LIVE DISCUSSION:

1. Discussions on financial topics in collaboration with callidus, the debate club.

DOC DOCUMENT ARTICLES:

We provide articles to provide a stock market update and work on themes related to financial personnel.

THE HUMANE ELEMENT (HR CLUB DOC)



Gaining knowledge about Human Resources, its concepts, and the duties and responsibilities of the Human Resource Department. But emphasizing the 'humane' part of it, working towards the understanding, concern and dedicated wellness towards people, is what our club, The Humane Element believes in and strives to help the budding future HR Professionals and managers achieve through quality theoretical and practical experience.

This article is intended to give a brief insight on our club and basic queries compiled regarding our club, which started in 2017, its work and aim to throw light on a holistic view of Human Resources Management. Therefore, let's fasten our seat belts and have an informative and fun-filled trip through this write-up.

The Humane Element fosters the aim to arm its members with Human Resources knowledge and exposure in a relaxed and friendly environment. Various departments within the club are dedicated to working together to ensure the smooth functioning of the club and its activities. These Departments are - Technical, Marketing, Graphic design, Content Writing, Public Relations and Business Development. Members of our club get total exposure to their departments under the umbrella of Human Resource Management, and they can get the experience of other departments, too, if needs be. Every member's contribution makes our club more attractive to work with, learn with and have a fantastic working experience.

A defined plan of action on how to go about giving the best possible exposure to the members motivates our club and the departments to work unanimously to get a great working and learning opportunity. Some of our major planned activities include recruitment of students by the students (thus felicitating the learning regarding how to recruit, take interviews and choose the right fit for the various departments). Collaboration with DOCAST (our Department of Commerce's very own podcast platform) and Workshops on topics like presentation skills and other issues can help students upskill themselves in aspects like networking, maintaining managerial etiquette and so on. Various articles from our club are featured in DOCUMENT, DOC's e-magazine related to topics enlightening Human Resource aspects like the latest news and trends and issues covering major student concerns like internship selection.

Our club strives to provide practical exposure through case studies, debate sessions and guest lectures and seminars based on student feedback and suggestions directly from established HR Professionals. Real-time observation of areas and projects, as well as real-time simulation of working scenarios, helps induce the application of practical knowledge. Some Intra Club events taking place include case studies, debates, training in establishing connections with professionals and establishing management etiquette, as well as opening earning horizons through working experience with other clubs.

Apart from gaining knowledge and relevant experience, our club believes in growth in a relaxed and stress-free environment for all. Keeping this in mind, our club had hosted the first ever Halloween event, and the ritual of hosting it continues every year, creating happy, enjoyable and 'spookily amazing' memories. Such events help everyone to be their fun, cheery self and are a well-deserved break from everyday life of studies and work.

A little into how this event is conducted will surely make it as enjoyable as it sounds! Last year, the 2021 Halloween event was incorporated with engaging activities like Treasure Hunt, Open Mics, and a photo booth, capturing precious moments. Post-Covid, this was one of the first events; therefore, the excitement was at a different level, and this fantastic diversion broke the monotony of going through the same schedule. This year, be on the edge of your seats to experience Halloween our way, with surprises and lots of fun experiences! Be prepared!

Collaborations with different clubs are also an excellent opportunity for all the members to work and have a great time together. The first Inter college guest lecture talk was co-organized by our club and The Psych Club, an MIT Club known as Manipal's official Psychology Club. Reviving some memories from the webinar, it was conducted on 11th February 2022, during a book discussion with Monika Halan, who wrote the book 'Let's Talk Money'. The webinar was informative, wherein financial knowledge and decision-making skills were well discussed, keeping in mind Money's psychological and behavioural necessities.

Thus, this is all about The Humane Element, which strives to create a comfortable and accessible learning space for its members with activities lined up and carefully crafted to give and receive the best out of this club.





"It is better to debate a question without settling it than to settle a question without debating it."

-Joseph Joubert

DOC's official Debate and Recreational club, Callidus, was established in 2019 under the student council. Through the guidance of those seniors who came before several faculties and us, Callidus is back at it, with a lot more to offer!

Callidus was created under our alums. Our first event marked a unique debate about one of the Vernacular languages in India and their overall utility to the people and our systems. It was not long before us. The members got past the formalities of a first standoff and got to the fun part, an all-out friendly competition of words, knowledge and banter! This experience came with a side of newly gained insights on our fellow clubmates. We understood how different people think and speak and how we can use our knowledge to the utmost. Although it was an unknowing start, this debate was a huge success, a kick-off to what the club is today.

While initially, the club was only meant for formal debates concerning current affairs, it has now evolved into something more significant. Movie debates, group discussions, JAM sessions, and much more await you at Callidus! Callidus is actively recruiting new freshers to bring creative and innovative minds together and create something entertaining out of it! And shortly, Callidus will also initiate DOC's first and official Model United Nations event!

Perhaps you're looking for an extracurricular to fit into your schedule or looking for a new bunch of people to challenge yourself and your skills; either way, Callidus has it all! Think you're built for heated debate sessions and analytical, puzzling group challenges? Visit us, and we'll show you the ropes!

CITATIONS

Tynan, Dan (21 March 2018): “The history of Yahoo and how it went from phenom to has-been”

Editors of Britannica (26 August 2022): “Yahoo!”

TOI Tech (3 November, 2020): “9 little-known facts about Yahoo”

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